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**OMNI-CHANNEL SUPPLY CHAIN:
A STUDY OF THE RELATIONSHIP ON OMNI-CHANNEL SUPPLY CHAIN
AND LOGISTICS SERVICE QUALITY INFLUENCING ONLINE
PURCHASING BEHAVIOUR**



**MASTER OF SCIENCE (MANAGEMENT)
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AND LOGISTICS SERVICE QUALITY INFLUENCING ONLINE
PURCHASING BEHAVIOUR**

By

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UUM
Universiti Utara Malaysia

**Thesis Submitted to
Othman Yeop Abdullah Graduate School of Business,
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in Partial Fulfillment of the Requirement for the Master of Sciences (Management)**



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ABSTRACT

The consumer behaviour had been affected by the evolution of digital technologies and internet. Online shopping is becoming more popular, with e-commerce market growth that encourages involvement of retailers. However, consumers' satisfaction is still the same as they request for a seamless and frictionless shopping experience, an 'Omni-channel supply chain'. Retailers need to understand the new phenomenon and how the concept is influencing customer purchasing behaviour, especially online shopping. Furthermore, several researches had highlighted the importance of logistics service quality in predicting online purchasing behaviour. Thus, this study investigates the relationship on Omni-channel supply chain and logistics service quality in influencing online purchasing behaviour. A survey-based approach is used to collect data from consumers about their perception. Overall, the study had enhanced the understanding of the relationship on Omni-channel supply chain and logistics service quality with online purchasing behaviour. In addition, the understanding of online purchasing behaviour in Omni-channel context has enabled retailer to allocate resources in designing new strategies.

Keywords: online purchasing behaviour, Omni-channel, supply chain, logistics service quality

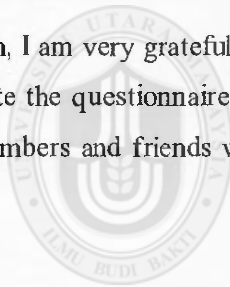
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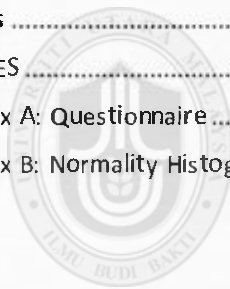
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CHAPTER 1 INTRODUCTION

1.1 Background of the Study

Due to the technological advancement and imbalance of resources between countries, the world economy had globalized rapidly, especially through the transfer of expertise and knowledge in different field, which intensified the competition between different sectors. With the growing competition, companies need to realize that the ability of understand the customers is important in fulfilling their satisfaction, especially through sustainable competitive service management and technology to efficiently manage the limited market. Highly competitive markets required companies to reduce cost and meet customers' expectations.

Over half of the century, Malaysia had sustained quick and comprehensive of economic growth. But, it still need to keep up with the developed countries, especially in the service sectors (Koen et al., 2017). Besides that, Dato' (Dr.) Hafsa (CEO of SME Corp.) in 2015 underlines that Malaysian SMEs must continuously strengthen and develop themselves so that they have sufficient capacity and capability to conquer the obstacles and to compete with competitor, not only locally, but globally too.

The application of new technologies such as smart phones and increasing significance of online stores such as Lazada have created new opportunities and novel threats for brick & mortar retailers (Bernon & Cullen & Gorst, 2016). In Thailand and Malaysia respectively, online purchasing has become common internet activity which the usage is higher than e-mail usage, instant messaging and web browsing (Ariff et al., 2014). Online retail sales increased from MYR1.0 billion in 2011 to MYR2.4 billion in 2016, with an average annual growth rate of 18.5%. In the same period, brick & mortar retail sales sustained an average annual growth rate of only 3.2%, increasing from MYR148 billion in 2011 to MYR174

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APPENDICES

Appendix A: Questionnaire



Omni-Channel Supply Chain

An Investigation of the Relationship between Omnichannel Supply Chain and Logistics Service Quality Influence Online Purchasing Behavior
This survey contains a PollCode (www.poll-pool.com) on the last page

* Required

1. Race *

Mark only one oval.

- ☐ Malay
☐ Chinese
☐ Indian
☐ Other: _____

2. Gender *

Mark only one oval.

- ☐ Male
☐ Female

3. Age *

Mark only one oval.

- ☐ Below 17 years old
☐ 17 - 20 years old
☐ 21 - 30 years old
☐ 31 - 40 years old
☐ 41 - 55 years old
☐ Above 56 years old

The Method of Delivery

4. I preferred buying my goods from convenience store. *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

5. I preferred buying my goods online and pick-up in store. *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

6. I preferred buying my goods online and using courier services (Poslaju/GDEX). *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

7. I preferred buying my goods online and pick-up deliveries in hub (7-Eleven). *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

8. I preferred buying my goods and pick-up deliveries in courier branches (Poslaju). *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

9. I preferred buying my goods and using private delivery services (Uber). *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

10. I preferred to have all options above when buying goods. *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

The Method of Payment

11. I preferred pay my goods by COD (Cash on Delivery). *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

12. I preferred pay my goods by fund transfer (ATM or online banking). *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

13. I preferred pay my goods by Credit/Debit payment system (Credit Card or Debit Card). *
- Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

14. I preferred pay my goods by installment. *
- Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

15. I preferred to have all options above when buying goods. *
- Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Sales Return

16. I preferred refund if I not satisfied with the goods. *
- Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

17. I preferred exchange my goods if I am not satisfied with the goods. *
- Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

18. I preferred have zero shipping charges when return the goods. *
- Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

19. I preferred to have all options above when buying goods. *
- Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Track & Trace

20. I preferred receive notifications (SMS & Email) for the order status. *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

21. I preferred check the order status by mobile application. *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

22. I preferred check the order status by website. *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

23. I preferred to have all options above when checking the order status. *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Logistics Service Quality

24. I preferred know the delivery date when buying goods online. *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

25. I preferred know the delivery time slot when buying goods online. *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

26. I preferred buy product that could deliver on time. *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

27. I preferred buy product that could deliver fast. *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

28. I preferred get the latest information of the product. *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

29. I preferred to have latest update of my order. *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

30. I preferred track and trace my order. *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

31. I preferred buy my goods from a list of choices. *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

32. I preferred receive my order in good quality. *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

33. I preferred receive my order in correct amount. *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

34. I preferred buying my goods in proper packing. *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

35. I preferred receive complete order in one shot. *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Online Purchasing Behavior

36. I am likely to buy if the product is easier to deliver. *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

37. I am likely to buy if the product is easier to pay. *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

38. I am likely to buy if the product is easier to return when I dislike the product. *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

39. I am likely to buy if I can track my order easily. *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

40. I am likely to buy if my order can deliver as promised by the company. *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

8/5/2018

Omni-Channel Supply Chain

41. I am likely to buy if I can receive the information easily.⁴

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree


42. I am likely to buy if the product is receive in good condition.⁵

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

PollCode (www.poll-pool.com): pyqj52wo

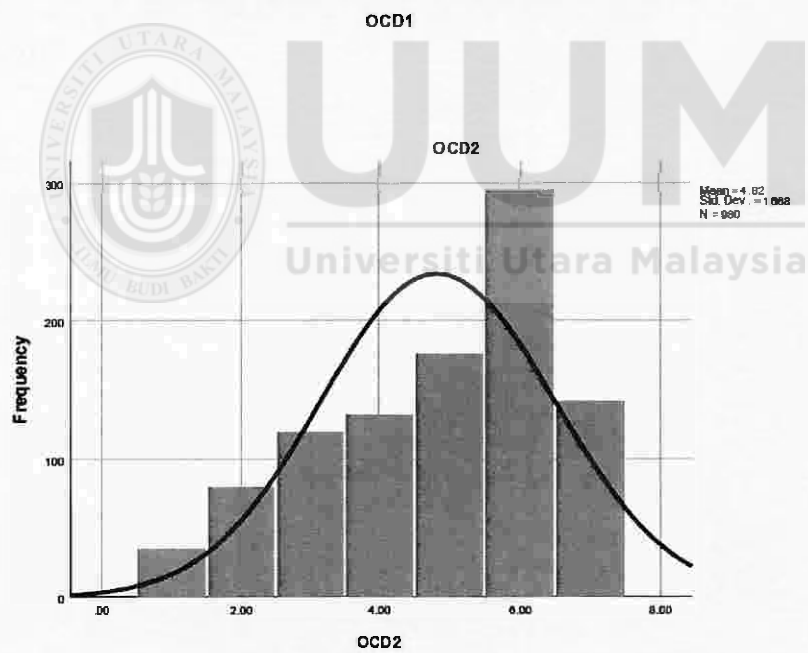
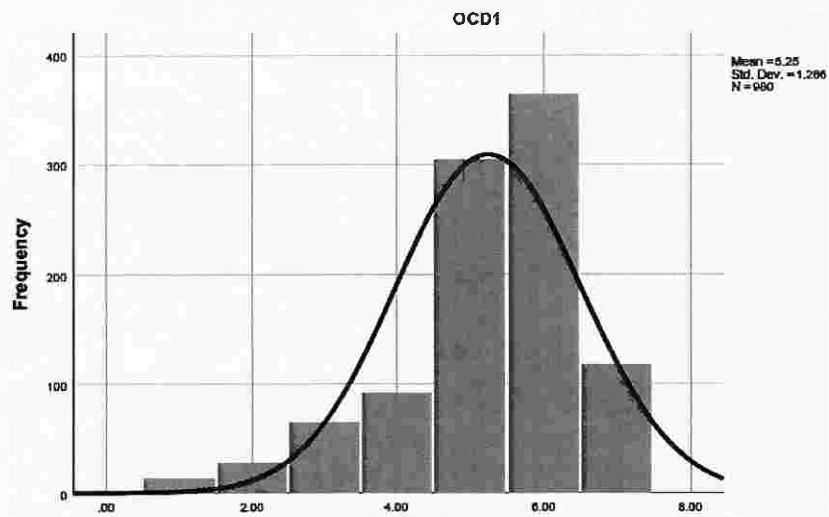
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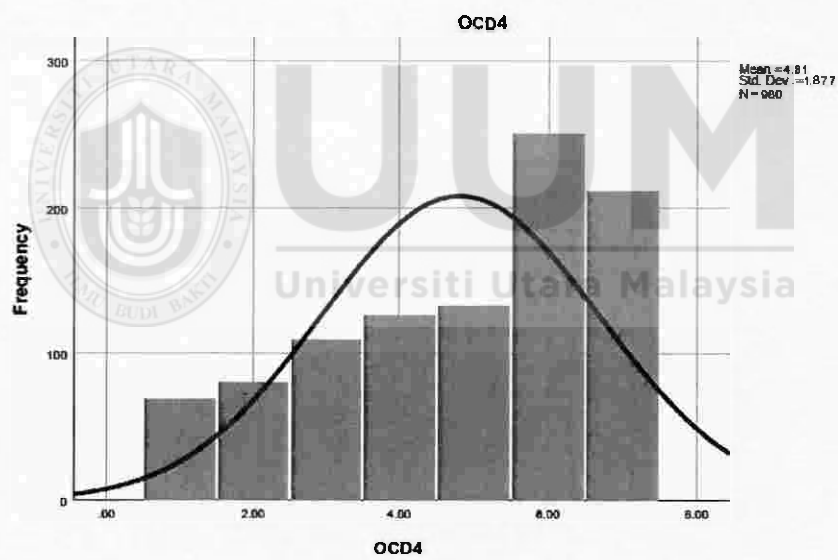
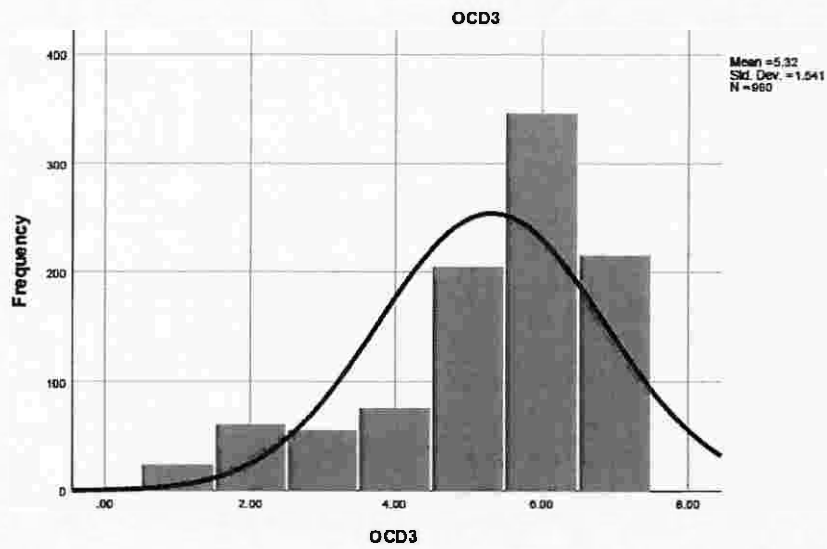
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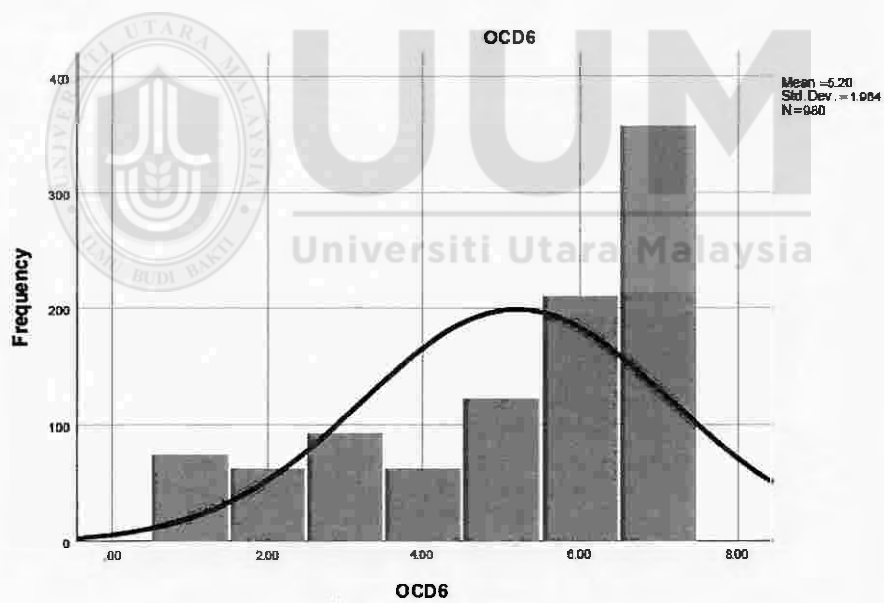
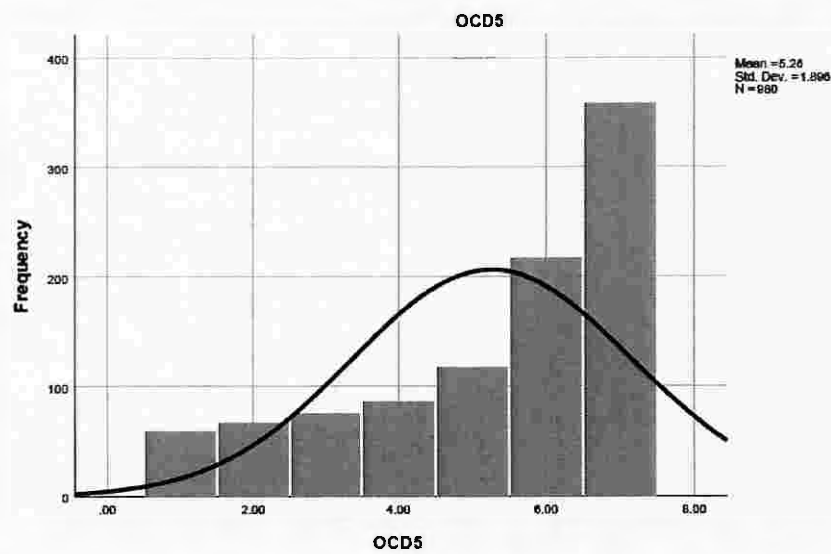


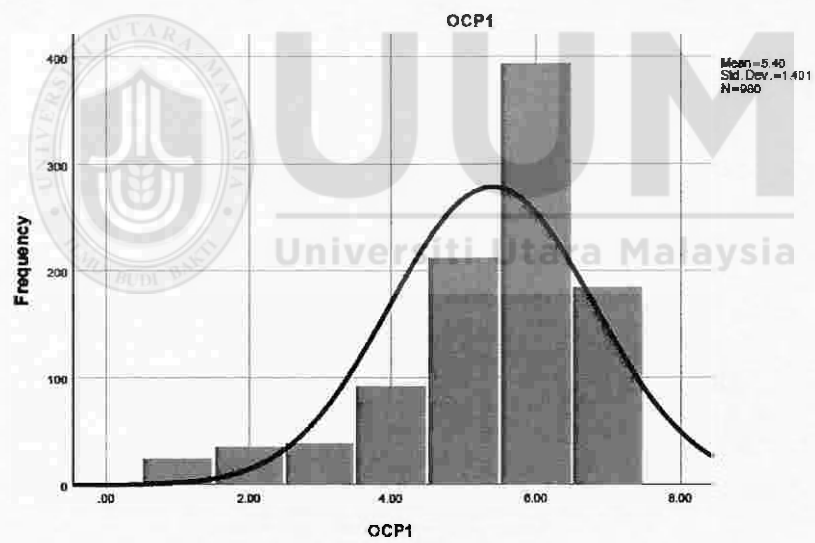
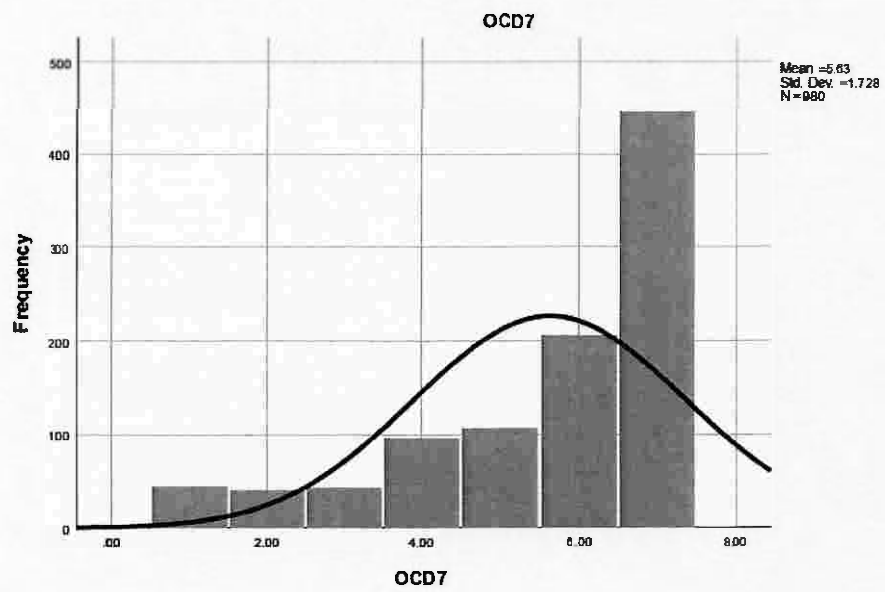
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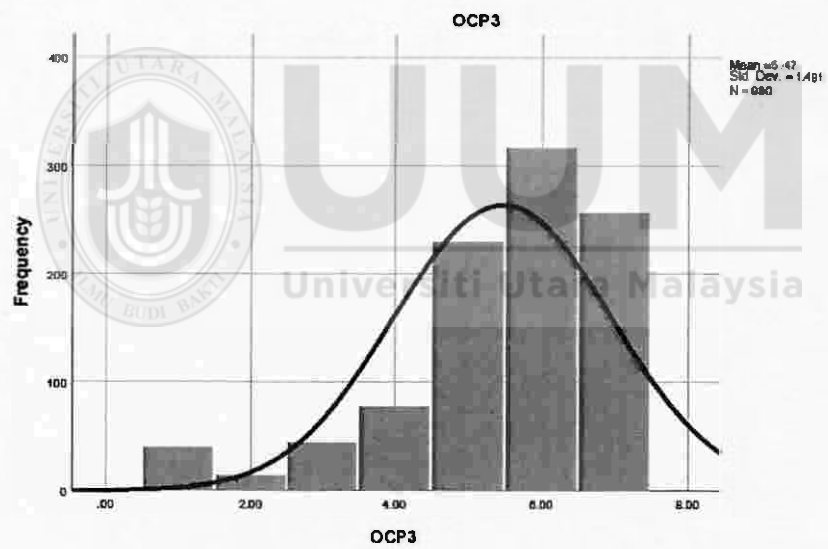
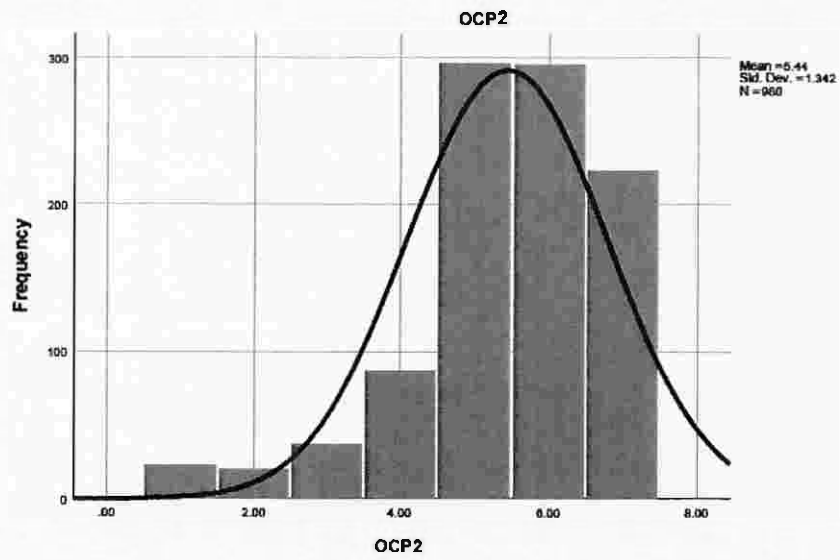
Appendix B: Normality Histogram

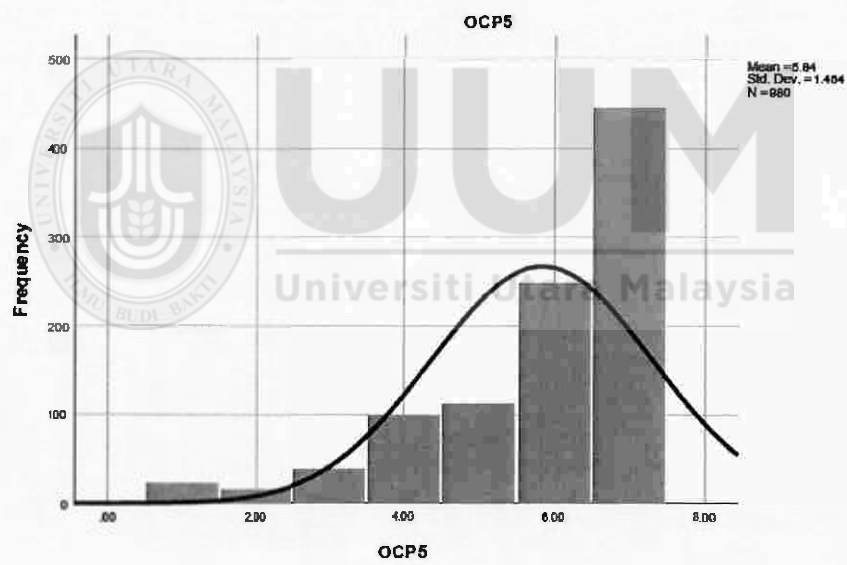
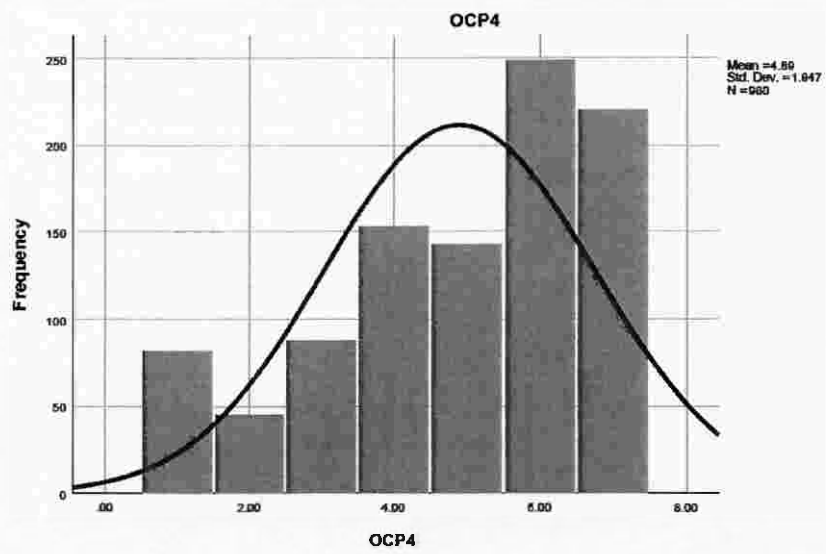


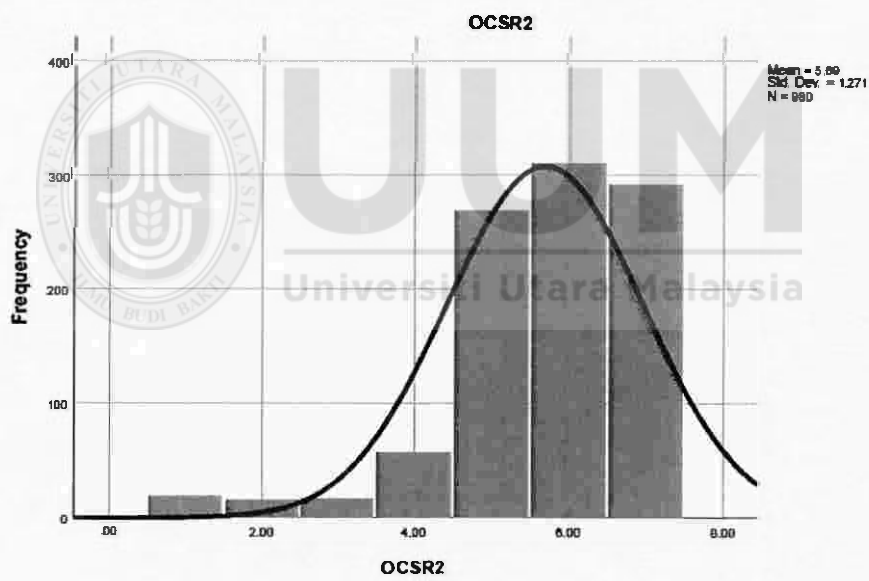
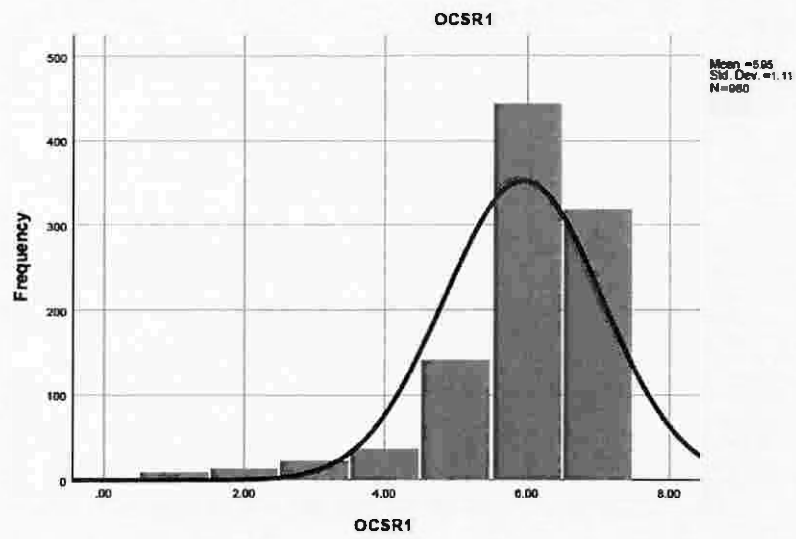


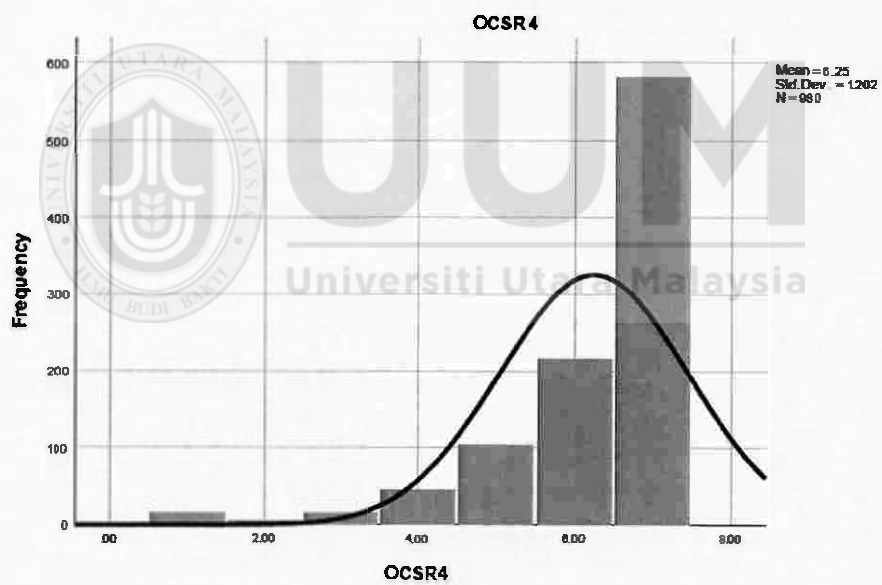
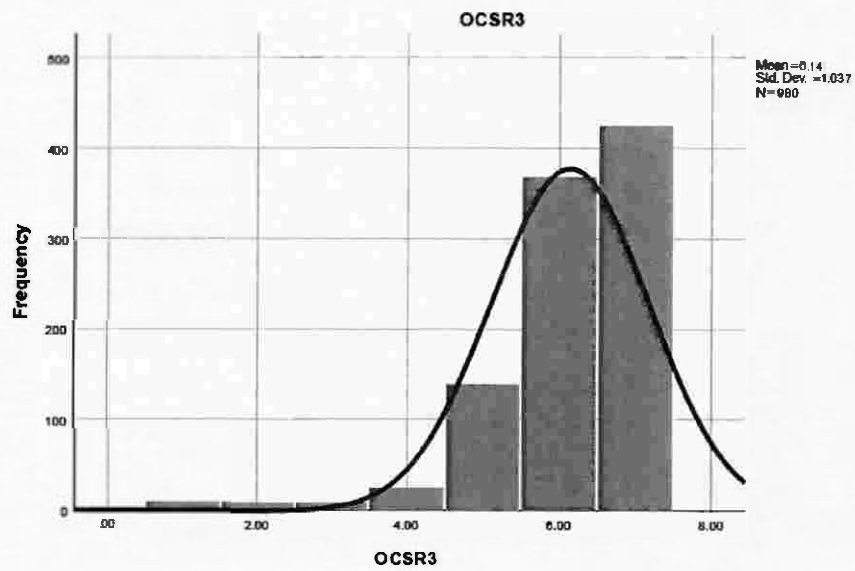


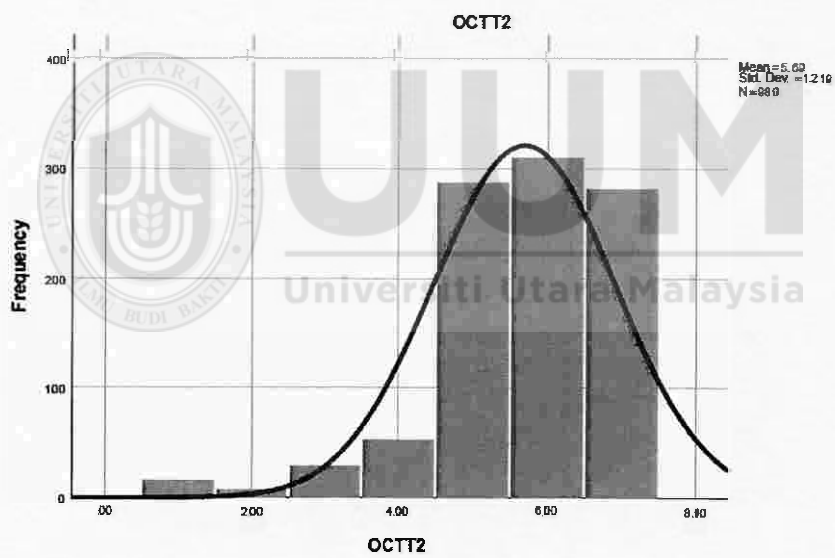
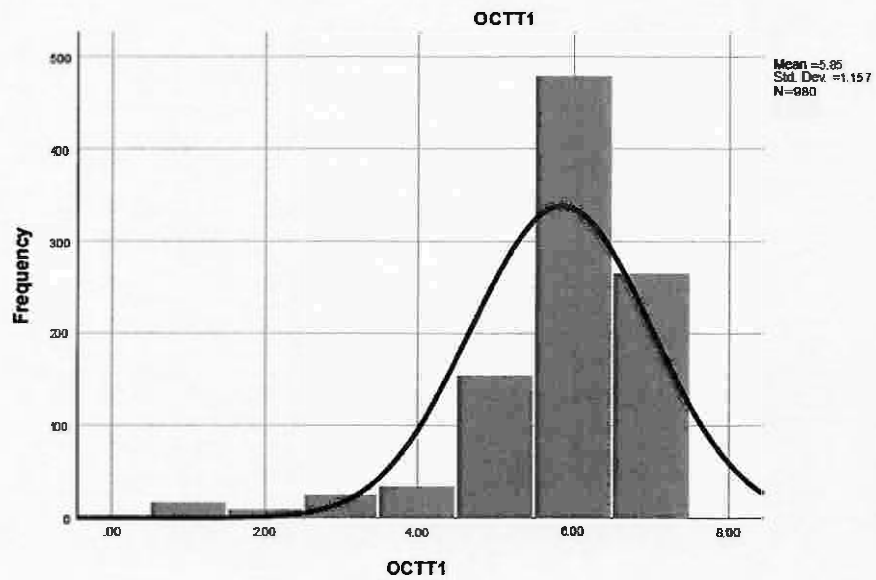


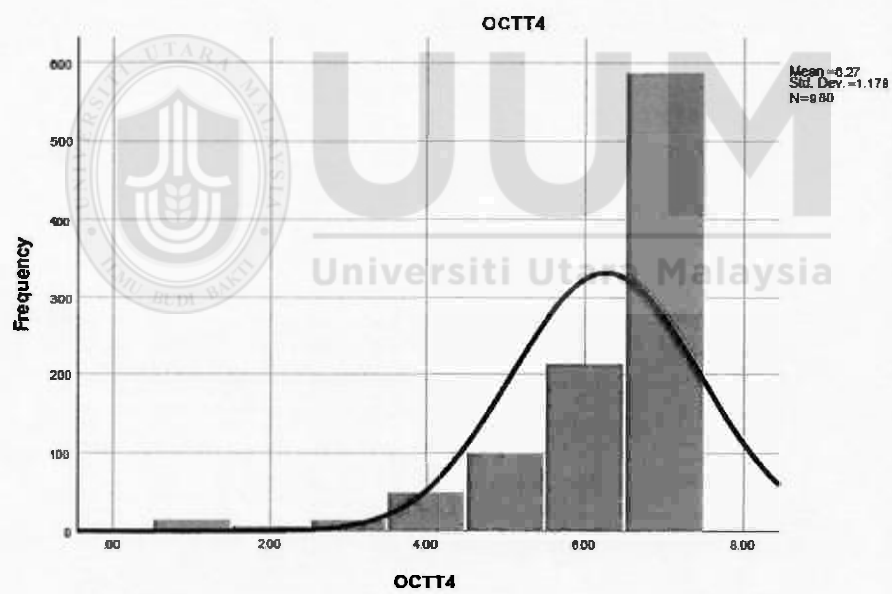
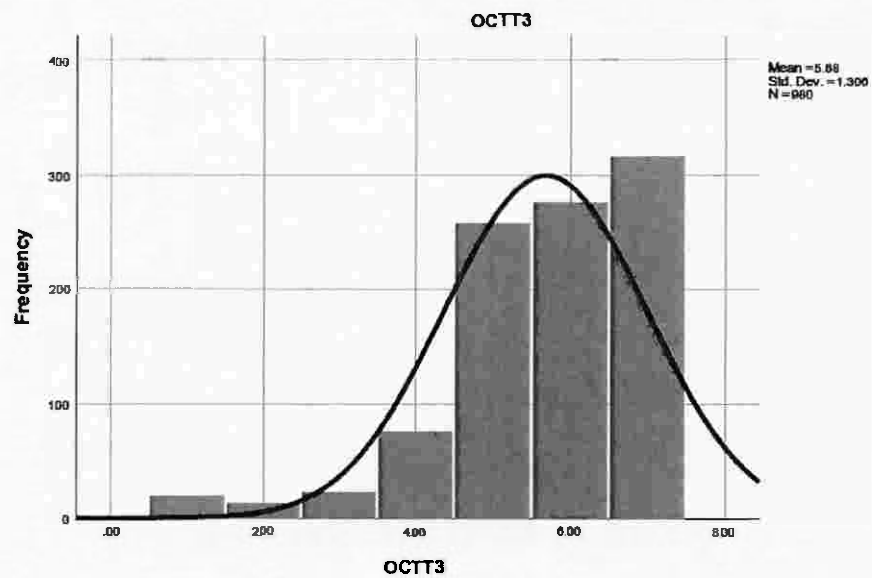


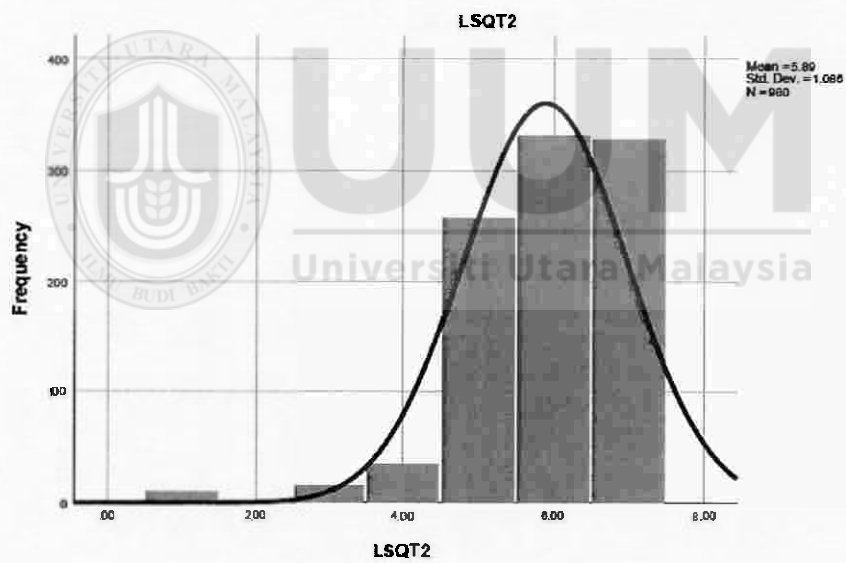
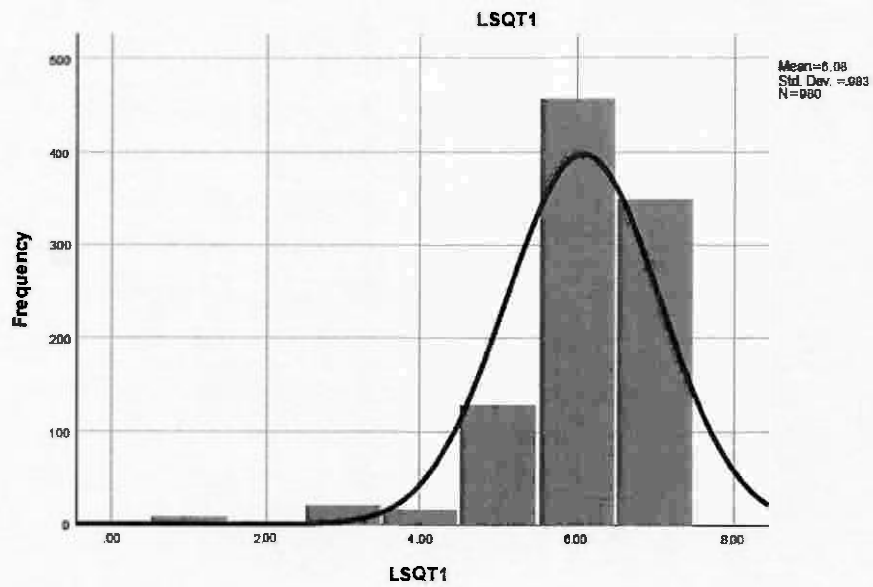


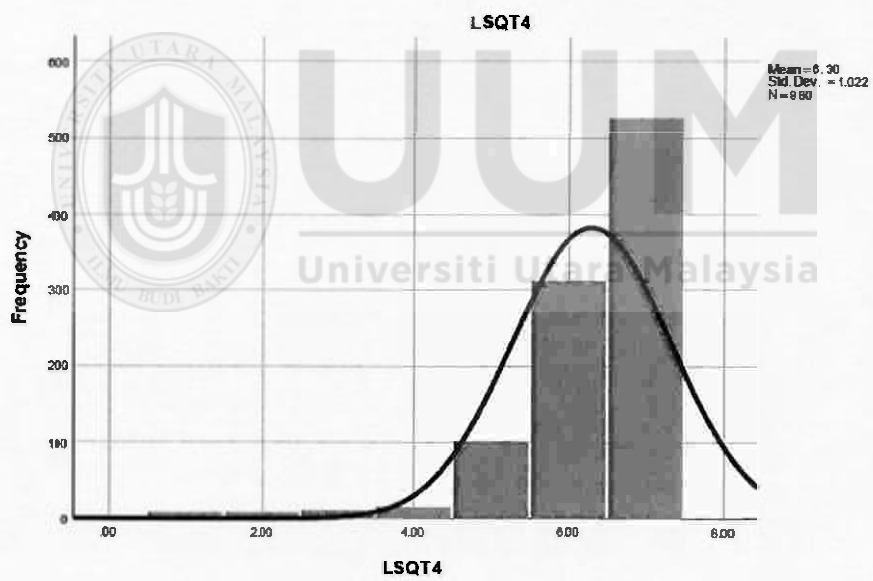
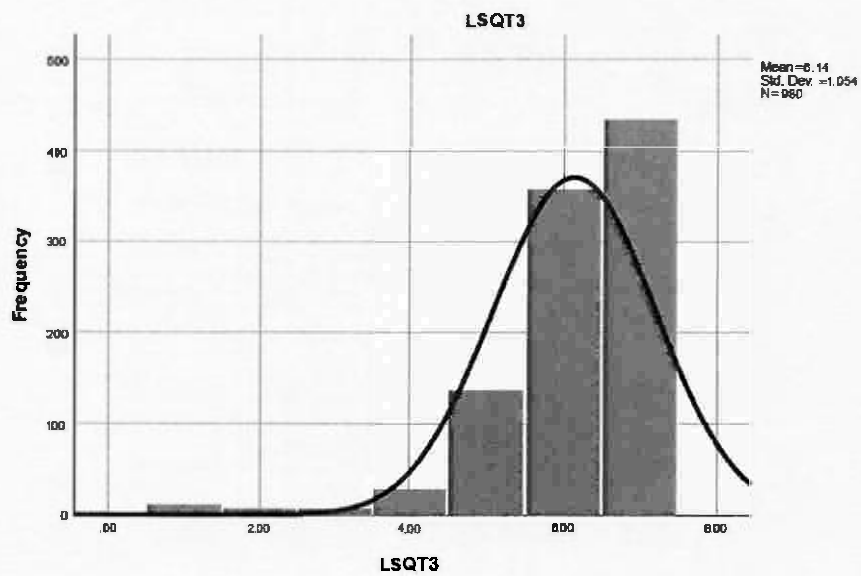


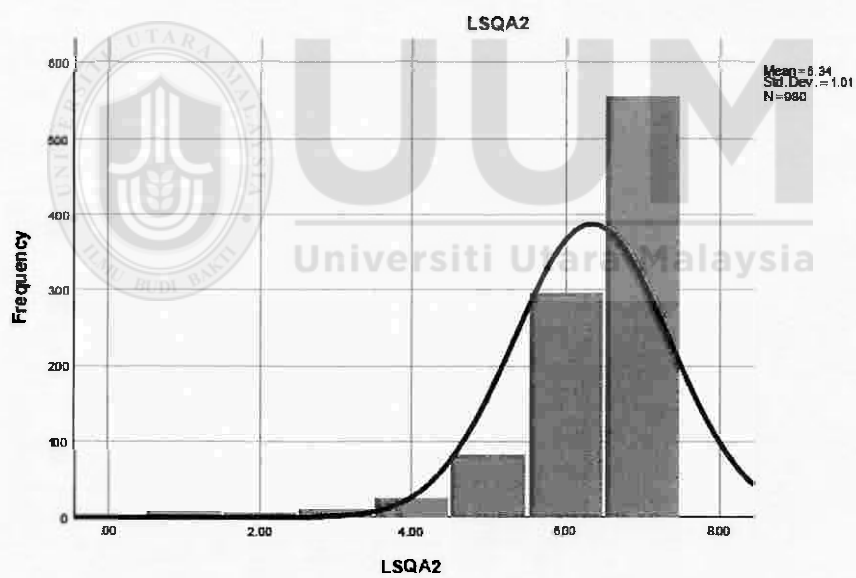
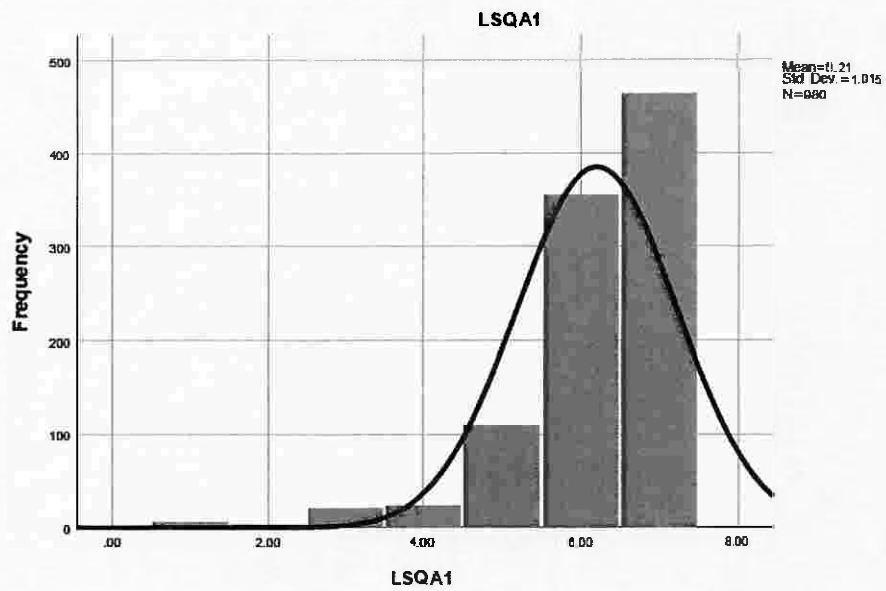


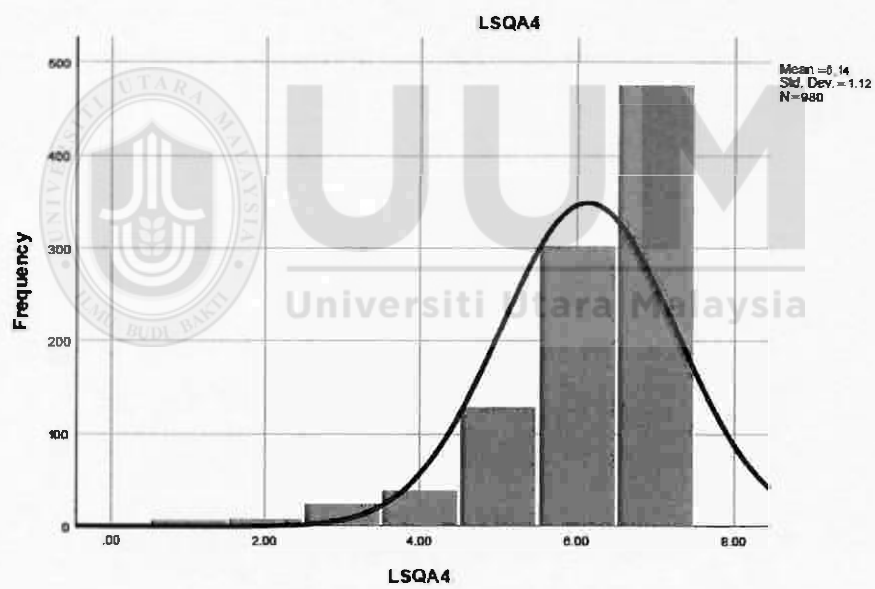
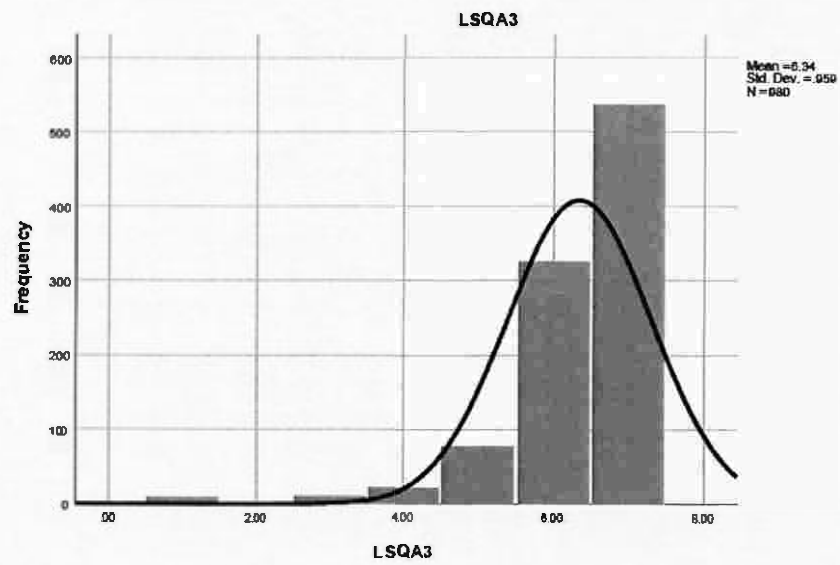


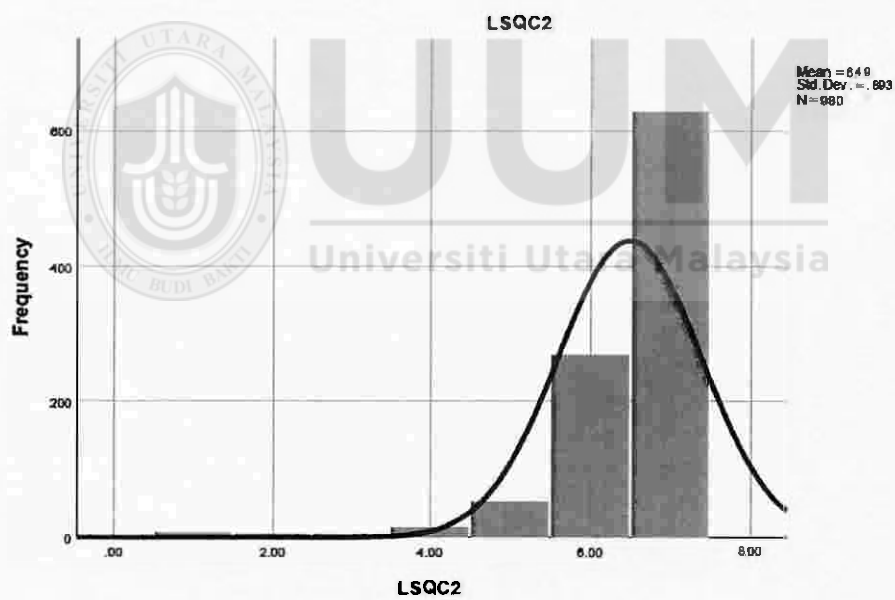
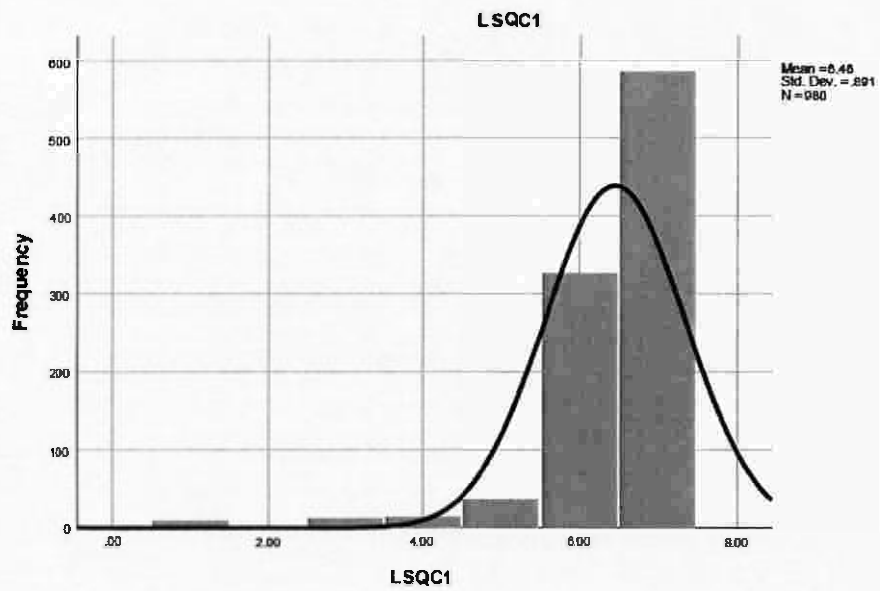


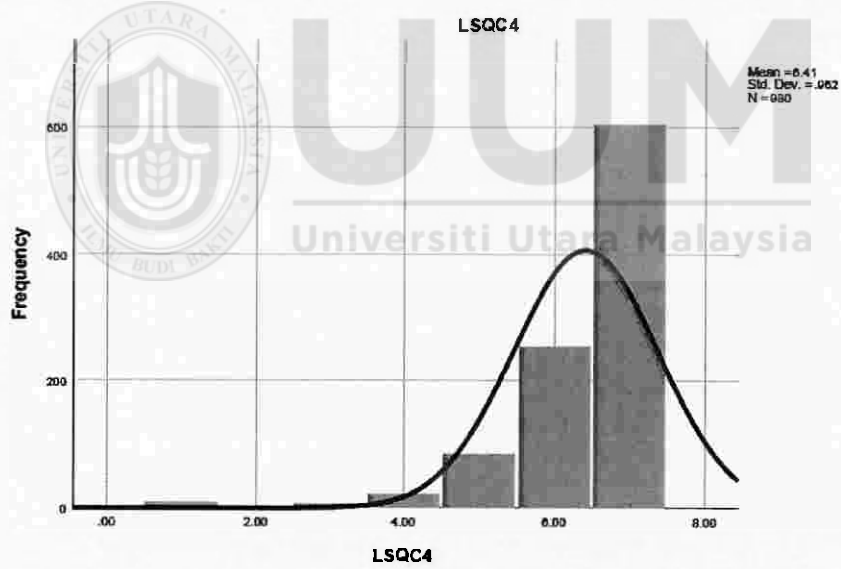
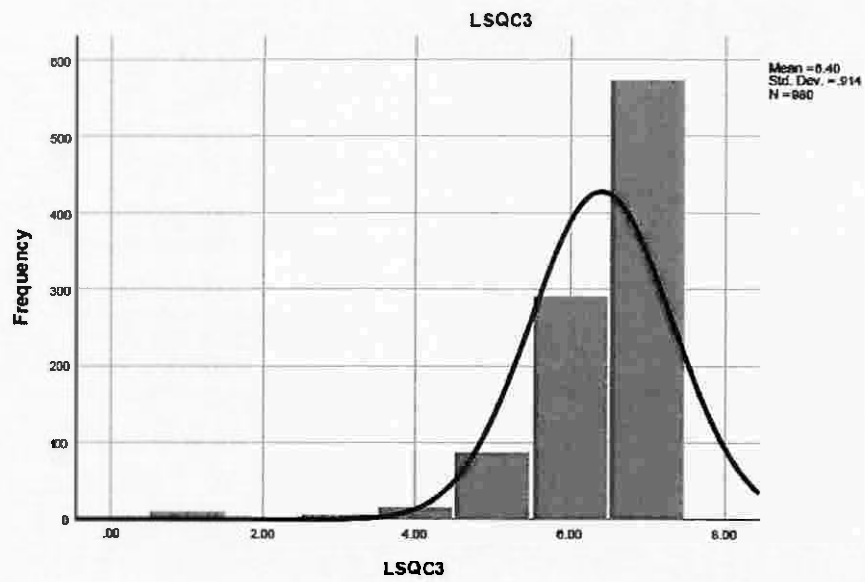


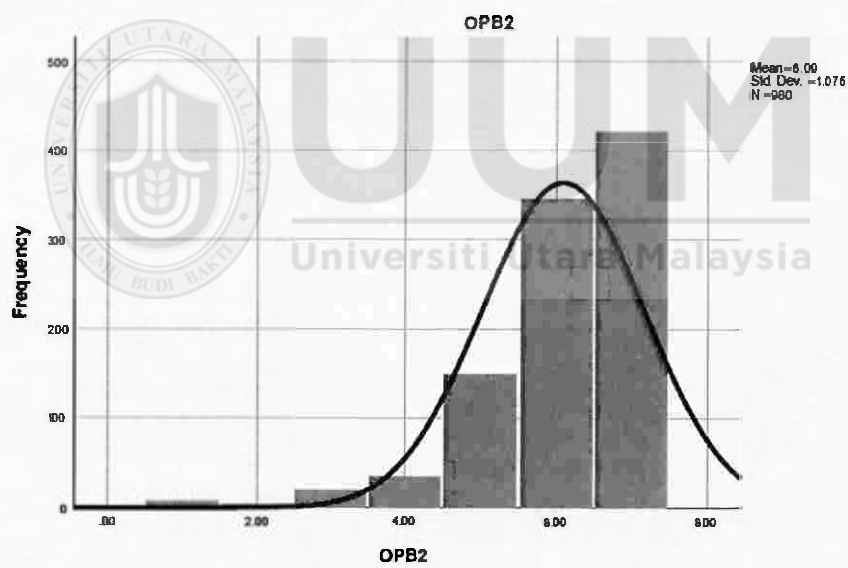
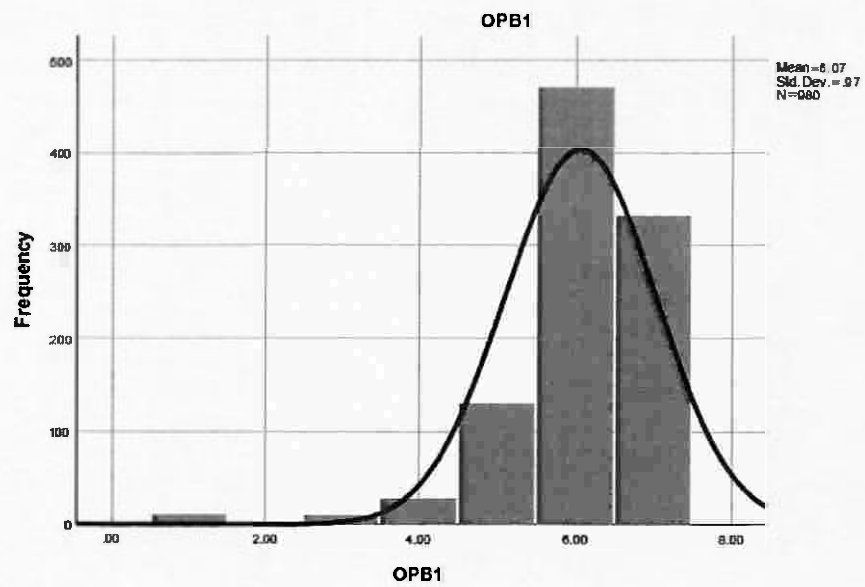


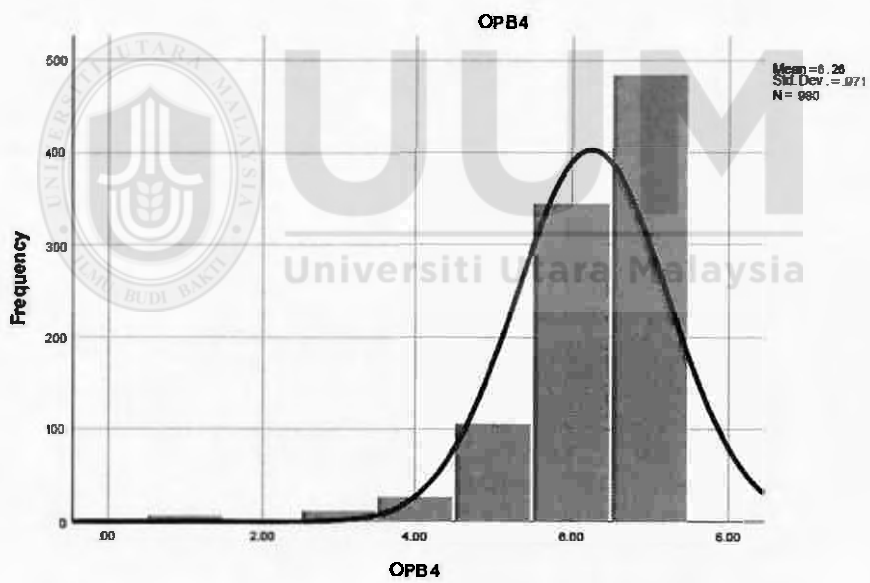
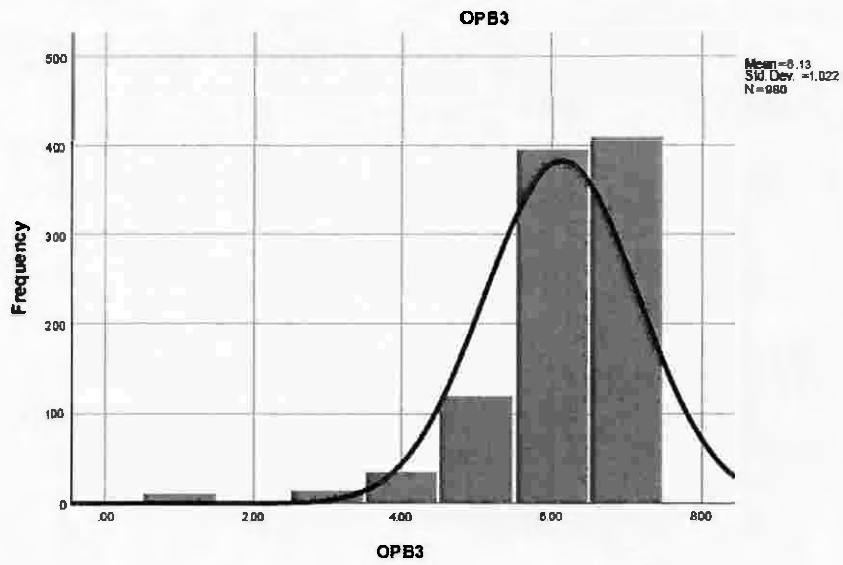


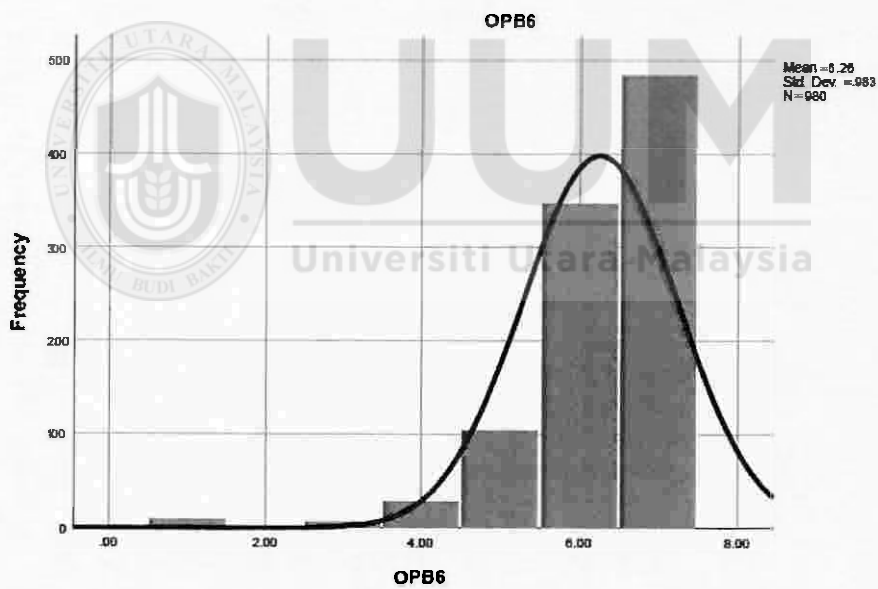
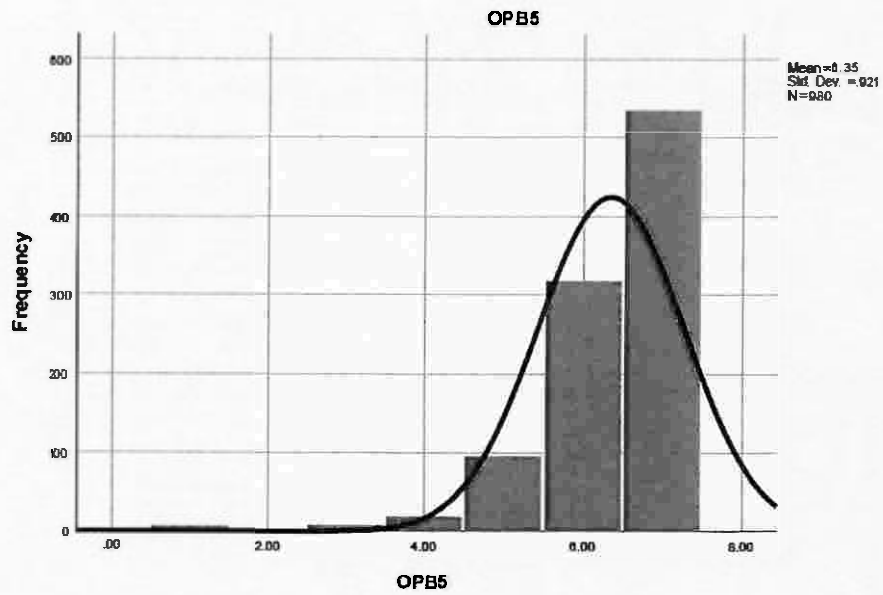


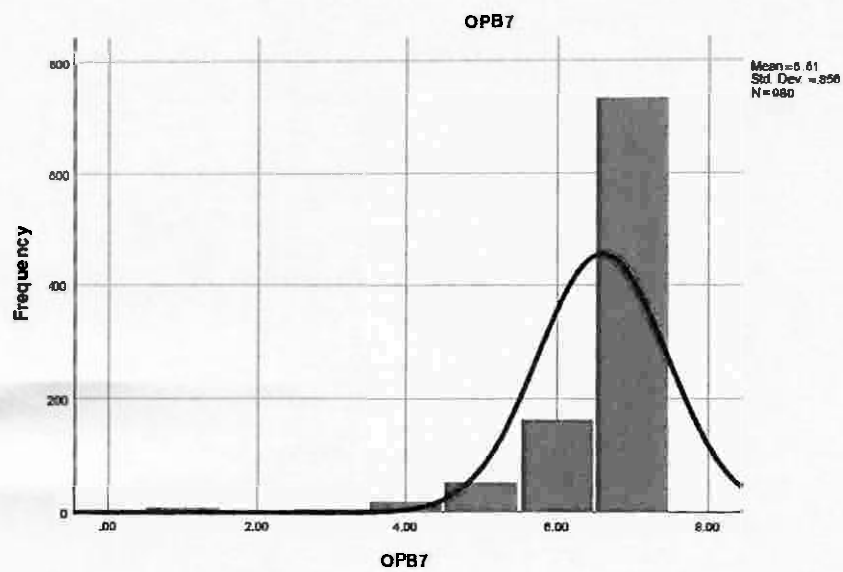












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